

Beacon Signs



INTRODUCTORY

We herewith present our latest catalogue and ask your examination of same. Our increasing trade and duplication of orders encourages us in the belief that the workmanship and design of BEACON SIGNS are appreciated and are satisfactory. We shall aim to retain this good opinion and shall keep our BEACON SIGNS in the front rank and as high grade as heretofore.

Every ELECTRIC SIGN is subjected to a careful inspection and actual operation before leaving the factory.

Having our factory equipped with the latest and most approved machinery, specially adapted to the work proposed, and employing the most skillful labor, we can, with confidence commend our SIGNS to your favorable consideration.

We will at all times be prepared to give any inquiries that you may submit to us our most careful attention and we invite correspondence.

Yours truly,

BEACON MANUFACTURING & SALES CO., Inc.

E. Merrick Road

Freeport, N. Y.



GUARANTEE

BEACON SIGNS are guaranteed to be exactly as represented in every particular and to give perfect satisfaction in any locality.

We do not limit our responsibility to thirty days or even one year, but are making signs of a quality to give you perfect service; and if they don't, through any fault of ours, you have only to call on us to make good.

SHIPMENTS. State clearly when ordering if shipment should be forwarded by Express or Freight. Where instructions for shipping does not appear on order, shipments will be forwarded according to our best judgment.

PRICES AND DISCOUNTS. Prices are net. Discounts quoted on quantity orders only.

TERMS

To firms of well established credit our terms are 30 days from date of invoice. If credit is not well established and unless satisfactory references are given, we require 25 per cent with order on stock signs balance C. O. D.

SPECIAL SIGNS BUILT TO ORDER

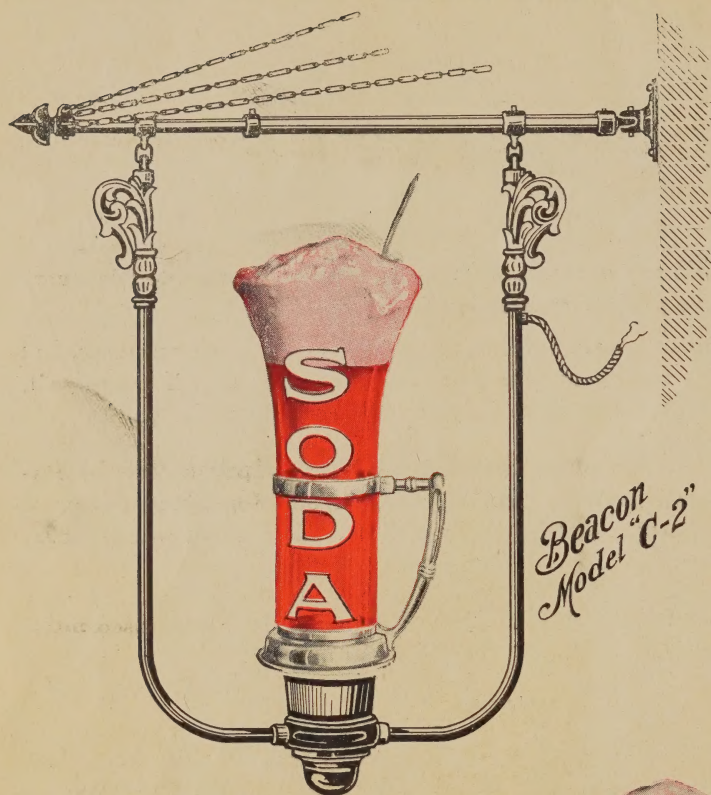
We require a cash deposit of at least 50 per cent of total value.

We cannot accept the return of signs that have been altered or damaged. No goods, stock or special, will be accepted that are returned without our permission.

We do not furnish samples gratis.

We own and control valuable patents, covering all the principal features of our signs which effectually prevent their duplication by other makers. If you are interested in any of our signs we only ask an opportunity to convince you of the validity of the claims to superior merit made for our various models.

All Prices Listed Are F. O. B. Freeport, N. Y.



This Beacon Electric Sign is the lowest in cost as well as the most efficient Soda Sign now on the market. As it contains but one lamp, the cost to operate is less than two cents per night. Can be installed by any person, either inside or outside of the building, and connected by the portable cord and plug (which is furnished with each sign) to any nearby lamp socket.

This sign is in use in stores even where they have a large electric sign on the outside, for they lend charm and atmosphere to the surroundings, especially when displayed in the ice cream parlor.

The dimensions of the complete sign are:

Total height, 36 in.; height of globe, 21 in., diameter of globe at the top, $9\frac{1}{2}$ in., diameter of globe at the bottom, 5 in.; cord length, 8 ft.

Price complete \$35—F. O. B., Freeport,

These models are beautifully decorated in resplendent colors to faithfully represent a glass of strawberry soda, and is the exact replica of same even to the overflow of froth and the spoon projecting from the top. The metal parts or glass holder are of aluminum, highly polished, and will not rust.

Hanging Bracket is our new telescope design. Wired for 100 watt lamp. Alternating Flasher. Complete with all necessary chain, eye bolts, etc. The dimensions of the complete sign are:
 TOTAL HEIGHT 36", TOTAL WIDTH 24".
 Price complete \$45—F. O. B., Freeport, N. Y.



BEACON MODEL "C"



BEACON MODEL "D"
(Electric Sign)

This all metal sign is one of our best sellers.

Constructed in collapsible sections with BUNGALOW ROOF.

Panel for lettering, section containing lamps and wiring are all made from galvanized sheet metal.

FRAME is made from ANGLE STEEL. BAKED ENAMEL FINISH.

PANEL interchangeable made from No. 26 gauge galvanized sheet metal, illuminated with (6) lamps (no bulbs furnished.) Three on each side. Steady light.

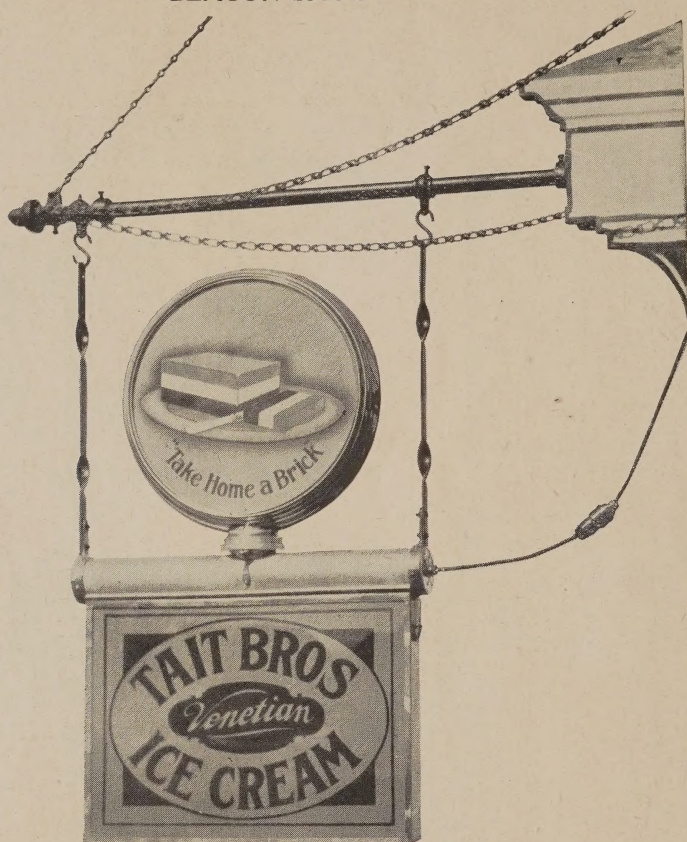
LETTERING ON PANEL any copy or colors desired. (Pictorial designs and trade marks extra.)

SODA GLOBE on BUNGALOW ROOF same as our Model "C." Wired 100-watt lamp with flasher.

DIMENSIONS total height, 60 inches; width, 48 inches; panel for lettering, 30 inches x 36 inches.

HANGING BRACKET is our new Telescope designs. Shown on page 13.

COMPLETE READY TO HANG, \$75.00, F. O. B. FREEPORT, N. Y.



BEACON (SPECIAL) MODEL "K"

**ALL METAL PARTS HIGHLY POLISHED
ALUMINUM AND COPPER
WILL NOT RUST**

This double faced electric sign is without doubt the highest class ELECTRIC SIGN on the market.

The circle at top is made from heavy copper nickel plated, wired for one flashing 50 watt lamp.

THE CYLINDER, lamp section is made from highly polished aluminum, and wired for two lamps (steady light) which are reflected down between the lower glass panels.

PANEL heavy wire glass decorated on inside or back of glass.

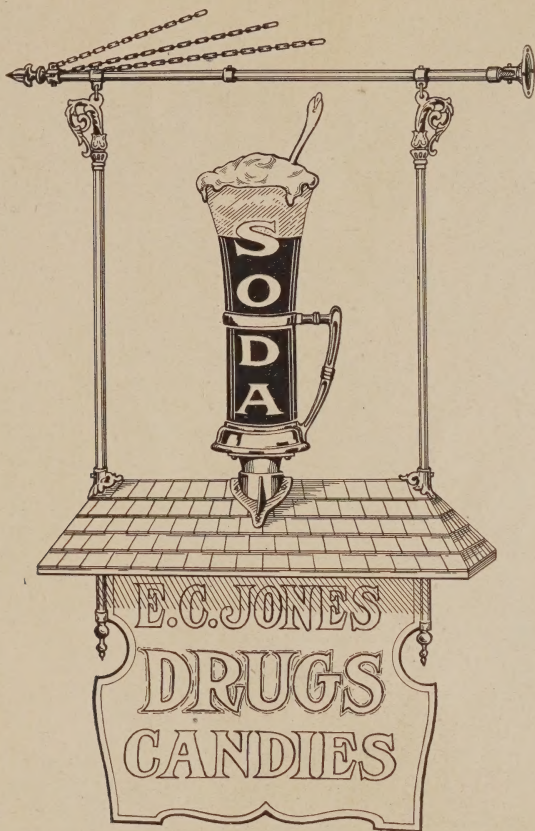
The dimensions of sign are Total height 48", diameter of circle 20", bottom panel (glass) 18" x 24".

HANGING BRACKET is our new telescope design with all necessary chains, bolts, etc., for hanging.

Painting and Lettering any copy and colors desired.

Sign furnished complete. ----- \$85.00

F. O. B. Freeport. N. Y.



BEACON MODEL D-2

**THIS (ELECTRIC) SIGN WILL INCREASE YOUR BUSINESS FROM THE
VERY MOMENT OF ITS INSTALLATION.**

**BEAUTIFULLY DECORATED
LETTERED AS YOU WANT IT**

DIMENSIONS over all, 3 feet 4 inches wide, 5 feet high.

PANEL for lettering, 24x28 inches (interchangeable,) made from 5-16 Plymetl.

BUNGALOW ROOF made from galvanized sheet metal, wired for four lamps (two on each side.)

SODA GLOBE on bungalow roof. Beautifully decorated in resplendent colors to faithfully represent a glass of Strawberry Ice Cream Soda, and is the exact replica of same, even to the overflow of froth and the spoon projecting from the top.

The metal parts are of aluminum, highly polished, and will not rust.

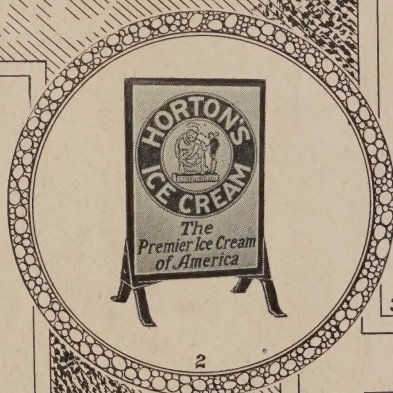
Height of globe 21 inches, diameter at top, $9\frac{1}{2}$ inches. Wired for 100-watt lamp, (with flasher.)

HANGING BRACKET is our new Telescope design.

SIGN COMPLETE ----- \$75.00

F. O. B. Freeport N. Y.

Beacon Sidewalk Signs



ALL METAL

DOUBLE-FACED SIGNS

BAKED ENAMEL FINISH

ANGLE IRON FRAMES

WROUGHT IRON LEGS

WELDED JOINTS

Take standard size 20 in. x 28 in. inserts.

Furnished with or without inserts.

To change sheets simply remove the four bolts on sides of frame. Take out the inside flat frame, insert sheets and replace frame. No riveting.

Sign No. 1—Width 18 in., height 30 in., panel 18 in. x 24 in. (stock wording as shown). \$7.00 each
Dark blue ground white letters

Sign No. 4—Width 21 in., height 33 in., panel 20 in. x 28 in. (stock wording as shown). \$7.50 each
White ground red lettering

Special signs (copy) hand lettered any colors. Add per sign \$2.00

WRITE FOR QUANTITY PRICES

Beacon Signs

*Exhibits
At the big
ICE CREAM
SHOWS*



BUFFALO, N. Y.
Nov. 1921

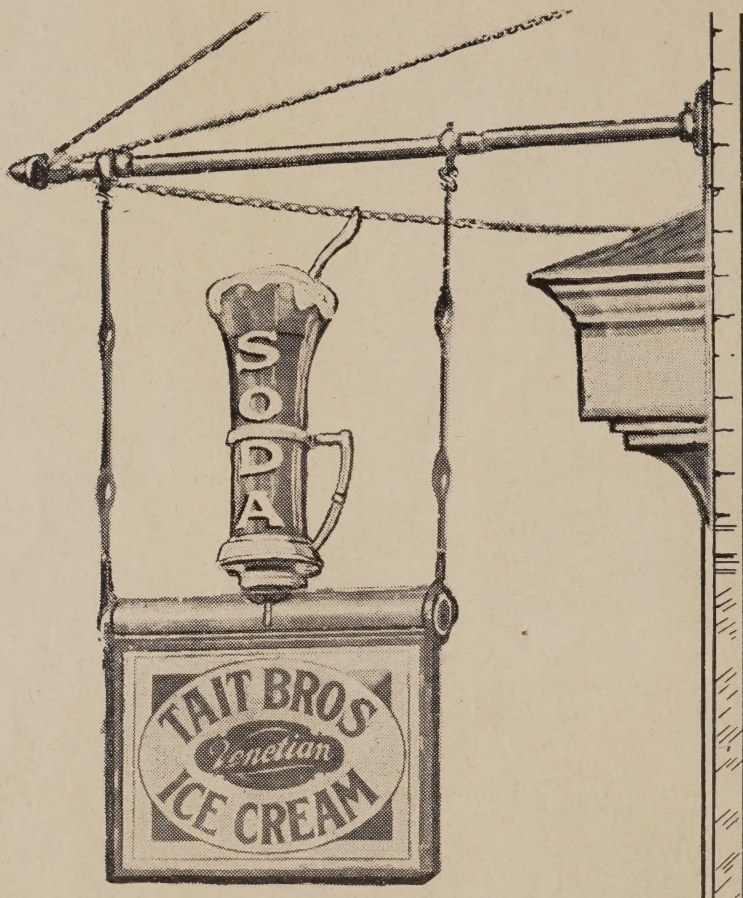


CLEVELAND, OHIO
OCT., 1922.



CLEVELAND, OHIO
OCT., 1923.

UNDER WINDOW SIGNS—WALL SIGNS—FLANGE SIGNS
CANVAS BANNERS—FELT PENNANTS
WRITE FOR QUANTITY PRICES



BEACON MODEL "K"

A NEW ATTRACTIVE OUTDOOR ELECTRIC SIGN that will bring your product to the attention of every person who enters or passes the store that serves ICE CREAM or SODA.

SODA GLOBE on this sign, (see description under MODEL "C".)

The lower panel or sign frame is made from heavy sheet copper with oxidized finish.

PANEL heavy wire glass decorated on inside or back of glass. Any copy or color desired.

THE CYLINDER, lamp section is made from highly polished aluminum, and wired for two 25 watt lamps (steady light) which are reflected down between the lower glass panels. (No lamp bulbs furnished.)

DIMENSIONS of complete sign are: Total height 54", width 28", lower panel 18" x 24".

HANGING BRACKET is our new telescope design, furnished with all necessary chains, etc.

Price complete ready to hang

\$75.00

F. O. B. Freeport, N. Y.

A LITTLE BEAUTY

SUITABLE FOR ANY LINE OF BUSINESS
WHERE A SMALL ELECTRIC SIGN IS DESIRED



BEACON MODEL "D" JR.
(Double faced electric sign)

Is our very latest model and is one of the best and most substantial low priced signs on the market.

Constructed of all metal.

BUNGALOW ROOFS are made from No. 26 gauge galvanized sheet metal.

FRAME is made from angle (solid) steel and so arranged that any 20" x 28" sheet can be used.

Sign is wired for four (4) lamps 2 on each side.

(No bulbs furnished.)

HANGING BRACKET is our new telescope design, furnished with all necessary chains, etc.

DIMENSIONS of complete sign are: 36" high, 28" wide.

PANEL, interchangeable; lettering any copy or color.

Complete Ready to Hang

\$35.00

F. O. B. Freeport, N. Y.

SIGNS THAT LAST

Made of Metal

ANGLE
IRON
FRAME



WROUGHT
IRON
LEGS

BEACON MODEL "E"

These signs are double-faced, finished in baked enamel. Will not fade or chip.

Double sheet metal sign faces. Welded joints—thoroughly rigid.

Takes standard size inserts, 20 inches x 28 inches (furnished with or without inserts.)

To change sheets simply remove four bolts in top and sides of frame. Take out inside frame, insert new sheets and replace frame. No-riveting.

DIMENSIONS

Total height, 33 inches.

Total width, 21 inches.

Weight, 25 lbs.

INSERT OR SHEETS. Can be furnished lithographed and embossed. Any color or design, on orders over two hundred. Orders under (200) will be done with paint by the silk screen process.

THESE SIDEWALK SIGNS are used extensively by wholesale manufacturers of ice cream, mineral waters, cigars, motor oils and gasoline.

WRITE FOR QUANTITY PRICES

BEACON ELECTRIC SIGNS

DRAW BUSINESS LIKE A LOAD OF STONE



This Beautiful "Bungalow Type"
ELECTRIC SIGN

Painted in Resplendent Colors
Any Lettering Wanted

ALL METAL

INTERCHANGEABLE PANEL

Steel Frame

with Bracket and Chains Complete
READY TO HANG

Stock Sizes

No.		Price
3—3	ft. in length.....	\$55.00
4—4	ft. in length.....	60.00
5—5	ft. in length.....	65.00
6—6	ft. in length.....	70.00

ONE OF THE MOST ATTRACTIVE BARBER SIGNS *on the Market.*

Here is something entirely new in the line of an advertising sign—electrically illuminated.

You are no doubt aware of the cost of electric barber signs. Where a number of lamps and a motor are used, the cost of maintenance together with current consumption, plus the initial investment, makes the use of the ordinary electric sign very expensive to operate for the small barber.

This sign contains one lamp; the cost to operate is less than two cents per night.

Can be furnished either in alternating flash or steady light.

The cylinder is Heavy Glass; 5 in. in diameter, with metal parts of aluminum. Highly polished, and will not rust.

Frame is 1 in. Steel Tubing with adjustable Brackets, Finished in Baked Enamel. Sign so arranged that the red striped section can be renewed at a cost of a few cents.

Sign Complete (less lamp) \$28.00.

F. O. B., FREEPORT, N. Y.



BEACON ELECTRIC SIGNS



BEACON "RADIO"

THIS ATTRACTIVE SIGN is on the job at full efficiency day and night.

RADIO WAVES flowing from center of sign. **THE EFFECT IS WONDERFUL.**

FRAME OR SHELL OF SIGN made from galvanized sheet metal reinforced with angle iron.

PANELS. Heavy wire glass decorated on inside or back of glass.

COLOR. Background, dark blue. Radio in white letters, black outline.

Radio waves in deep orange, border, two shades of green.

WIRED for six (6) lamps and small motor for wave effect (inside of sign).

HANGING BRACKET is our new telescope design, furnished with all necessary chain, eye bolts, etc.

DIMENSIONS—Total height, 36 inches; total length, 54 inches.

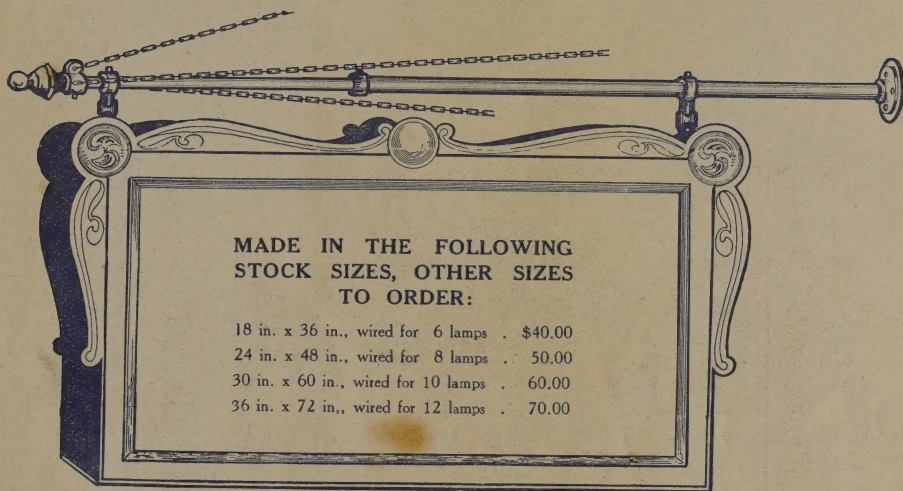
FURNISHED COMPLETE (Less Lamp Bulbs)

READY TO HANG.

\$150.⁰⁰

F. O. B. FREEPORT, N. Y.

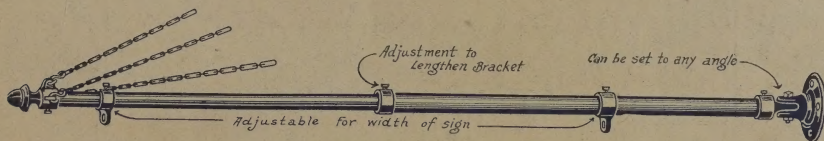
BEACON ELECTRIC BOX SIGNS



The above ornamental double-faced box signs are built of all metal.

HEAVY WIRE GLASS PANELS, beautifully decorated.

LETTERING any copy or colors, complete with telescope hanging bracket, chain, etc. (The above sign, without ornamental corners, 15% less.)



BEACON HANGING BRACKETS—Our new telescope design can be pulled out so that the sign will clear any cornice, awning, etc., and are furnished with all necessary chains, bolts, etc.

BEACON BRACKET NO. 1—Inside rod made up from $\frac{3}{4}$ -inch pipe, outside rod $1\frac{1}{4}$ inch steel tubing. All fittings heavy castings. Galvanized chains. **ALL ADJUSTMENTS MADE WITH SET SCREWS**, 4 ft. long when closed, extended 7 ft., will carry signs up to 200 lbs. Price complete, **\$9.00**.

BEACON BRACKET NO. 2—Inside rod, $\frac{1}{2}$ -inch pipe; outside rod, 1 inch steel tubing. Length when closed 30 inches, length extended, four (4) feet. Complete with chains, etc., will carry signs up to 100 lbs. Price **\$4.75**.

ATTENTION!

ELECTRICIANS

CENTRAL STATIONS

SIGN CONTRACTORS

WE CAN SUPPLY YOUR WANTS

WE MANUFACTURE

ELECTRIC SIGNS

FOR THE TRADE

ANY DESIGN OR SIZE

BUILT TO YOUR SPECIFICATIONS